

## **South-Central *Build Wisconsin* Regional Workshop Small Group Record**

Small Group \_\_\_\_\_ # 3 \_\_\_\_\_ (color)

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### **Top 10 responses to the question: “What can the State do to foster economic growth in your region?”**

Priority response #1 (votes: \_\_6 )

Create a serious long-term solution to budget problems and spending

Priority response #2 (votes: \_6\_ )

Better job of educating public on what resources are: state, university, local

Priority response #3 (votes: \_\_4 )

Be a support system for local economic development efforts

Priority response #4 (votes: \_\_4 )

Look at whole land use policy to create sense of place

Priority response #5 (votes: \_\_4\_ )

Better cross-agency coordination or prevent local competition

### **“Actions Necessary to Achieve our Ideas” Exercise**

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

#### **Priority Issue #1      Create a serious long-term solution to budget problems and spending**

- Be a support system
  - Be repsonsive
  - Be flexible – able to customize
  - Coordinate delivery of programs
  - Provide technical and financial assistance
  - Monitor efficiency on an ongoing basis
- Focus on needs of end user
  - Be simple and direct

- Take “1<sup>st</sup> contact
- Take “first contact” responsibility to provide assistance or find out who can (no “It’s not my job/agency’s job”)
- Honest, indexed assessment – audit of what we get for our tax \$\$

**Priority Issue # 2     Better job of educating public on what resources are: state, university, local**

- How to enable and be responsive
  - Promote partnerships between “new economy” businesses and traditional economy businesses
  - Coordinate delivery of state programs at state, not local, level
  - Provide technical (how to) assistance along with financial; assistance to ensure \$ is well used and invested
  - Promote and advertise services like a business, not like a bureaucracy (go to the customer, don’t wait for the customer to come to you)

**Priority Issue # 3     Be a support system for local economic development efforts**

- Respond to local input on programs that don’t work or don’t work well
- Be flexible to customize to local situation
- Provide technical (how to) assistance along with financial; assistance to ensure \$ is well used and invested

**Priority Issue # 4     Look at whole and use policy to create sense of place**

- Use of tourism to promote all locales /regions
- Branding of the state
- “Work where you play” - respond to needs of life and lifestyle – not just “job”

**Priority Issue # 5     Better cross-agency coordination**

- Cooperate – not compete – disseminate information
- Co-host training

**Note: Our overall framework was:**

1. What can we add/fill in gaps?
2. What can we do away with/fix?

We decided the State’s policy approach should be two-pronged :

1. Support and promotion

## 2. Removal of impediments and obsolete stuff

We agreed:

Economic development:

- Starts with retention and expansion
- Does not result in localities competing against each other
- Supports and develops in localities competing against each other
- Supports and develops complementary businesses and clusters
- Results in educated workforce that fits local needs (skilled labor set)

We decided that the State's role is to:

1. Be a support system for local-regional initiatives
  2. Enable local areas to build capacity and creat "places"
  3. Education and training
  4. Funding
  5. Branding and promotion
- How to "education and training"
    - Technology transfer to local level
    - Training both for businesses and individuals
    - Incentives for continued skill development
    - Respond to emerging needs of a more diverse workforce
  - How to "Funding and Financial resources"
    - Venture capital
    - Old rules don't fit new/emerging needs
    - Flexibility
    - Honest, indexed assessment of what we get for tax \$\$
  - How to "Branding and Promotion"
    - Use tourism to market economic development
    - Closer ties between alumni associations and tourism promotion
    - All parts of the state need to be part of our promotion – not just big markets